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3

Rep Firm	) PHILADELPHIA
Sales Office (	) AMY MCCREARY
Salesperson (	)
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

## 501 x

## THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	NEWS	:30	\$450.00	09/19-09/21	6	1	6	\$2,700.00	
		Buyline Comment: NEWS										
	2	M-TU	6A-7A	NEWS	:30	\$450.00	09/24-09/25	4	1	4	\$1,800.00	
		Buyline Comment: NEWS										
	3	W-F	7A-9A	SHOW	:30	\$550.00	09/19-09/21	6	1	6	\$3,300.00	
		Buyline Comment: TODAY SHOW										
	4	M-TU	7A-9A	SHOW	:30	\$550.00	09/24-09/25	4	1	4	\$2,200.00	
		Buyline Comment: TODAY SHOW										
	5	M-TU	9A-10A	SHOW2	:30	\$200.00	09/24-09/25	6	1	6	\$1,200.00	
		Buyline Comment: TODAY SHOW2										
	6	M-TU	10A-11A	SHOW3	:30	\$200.00	09/24-09/25	2	1	2	\$400.00	
		Buyline Comment: TODAY SHOW3										
	7	W-F	10A-11A	SHOW3	:30	\$200.00	09/19-09/21	3	1	3	\$600.00	
		Buyline Comment: TODAY SHOW3										
	8	W-F	11A-12P	RAY	:30	\$200.00	09/19-09/21	3	1	3	\$600.00	
		Buyline Comment: RACHAEL RAY										

Rep Order# 6853435 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 106740

Printed: 09/19/2012 9:03 AM  
Last Received: 09/18/2012 3:08 PM  
Showing Buylines: All Lines

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Station KSNV-TV LAS VEGAS, NV.				Agency ( ) AMERICAN RAMBLER PRODUCTIONS				Rep Firm ( ) PHILADELPHIA				
Advertiser ( ) ROMNEY 4 PRESIDENT				138 CONANT STREET				Sales Office ( ) AMY MCCREARY				
Product ROMNEY FOR PRESIDENT				BEVERLY, MA 02494				Salesperson ( )				
Estimate# 380				Agency C/P1/P2/E //380				Salesperson Phone# 215-568-6540				
Buyer STEPHANIE KINCAID				Flight Dates 09/19/2012 - 09/25/2012				Salesperson FAX# 215-568-1845				
Phone#				Hiatus Weeks								
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	M-TU	11A-12P	Buyline Comment: RACHAEL RAY	:30	\$200.00	09/24-09/25	2	1	2	\$400.00	
	10	M-TU	12P-1230P	Buyline Comment: NEWS	:30	\$275.00	09/24-09/25	2	1	2	\$550.00	
	11	W-F	12P-1230P	Buyline Comment: NEWS	:30	\$275.00	09/19-09/21	3	1	3	\$825.00	
	12	W-F	1P-2P	Buyline Comment: DAYS	:30	\$275.00	09/19-09/21	3	1	3	\$825.00	
	13	M-TU	1P-2P	Buyline Comment: DAYS	:30	\$275.00	09/24-09/25	2	1	2	\$550.00	
	14	M-TU	2P-3P	Buyline Comment: DOCTORS	:30	\$175.00	09/24-09/25	2	1	2	\$350.00	
	15	W-F	2P-3P	Buyline Comment: DOCTORS	:30	\$175.00	09/19-09/21	3	1	3	\$525.00	
	16	M-TU	3P-4P	Buyline Comment: DR PHIL	:30	\$300.00	09/24-09/25	2	1	2	\$600.00	
	17	W-F	3P-4P	Buyline Comment: DR PHIL	:30	\$300.00	09/19-09/21	3	1	3	\$900.00	
	18	W-F	4P-430P	Buyline Comment: NEWS	:30	\$350.00	09/19-09/21	3	1	3	\$1,050.00	
	19	M-TU	4P-430P	Buyline Comment: NEWS	:30	\$350.00	09/24-09/25	2	1	2	\$700.00	

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Daypart

1000

\$2,100.00

\$4,350.00

\$2,900.00

\$2,900.00

\$4,350.00

\$1,450.00

\$2,175.00

\$4,500.00

\$3,000.00

\$750.00

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DAY 19

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	42	SU	7A-8A	Buyline Comment: SUN TODAY	:30	\$325.00	09/23-09/23	1	1	1	\$325.00	
	43	SU	8A-9A	Buyline Comment: MEET THE PRESS	:30	\$1,900.00	09/23-09/23	1	1	1	\$1,900.00	
	44	SU	9A-930A	Buyline Comment: NEWS	:30	\$250.00	09/23-09/23	1	1	1	\$250.00	
	45	SU	930A-10A	Buyline Comment: CHRIS MATTHEWS	:30	\$250.00	09/23-09/23	1	1	1	\$250.00	
	46	SU	4P-530P	Buyline Comment: FOOTBALL NIGHT IN AMER	:30	\$900.00	09/23-09/23	2	1	2	\$1,800.00	
	47	SU	5P-830P	Buyline Comment: NFL	:30	\$4,000.00	09/23-09/23	2	1	2	\$8,000.00	
	48	SU	930P-10P	Buyline Comment: JEOPARDY	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	49	SU	10P-11P	Buyline Comment: LAW & ORDER	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	50	SU	11P-1130P	Buyline Comment: NEWS	:30	\$750.00	09/23-09/23	2	1	2	\$1,500.00	

---REPORT TOTALS---

Report Totals: 138 / \$75,510.00

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---SALES MONTHLY TOTALS---

Sep 12: 138 / \$75,510.00

Sales Totals: 138 / \$75,510.00

Station Totals: 138 / \$75,510.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$251,700

CATV	0%	KBLR	0%	KINC	0%	KLAS	20%	KSNV	30%
KTNV	27%	KTUD	0%	KVCW	2%	KVMY	5%	KVVU	16%
XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER

Books NOV12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE